

Sheet 1  
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Pete Carlton

PARLIAMENT LIGHTS KING SIZE BOX FLASH REPORT										
	Chicago (4LO)			C-Stores			Supermarkets			
	Total C-Stores & Supermarkets Combined	Wk Ending 4/25/98	Wk Ending 8/22/98	Diff vs. 4/25/98	Wk Ending 4/25/98	Wk Ending 8/22/98	Diff vs. 4/25/98	Wk Ending 4/25/98	Wk Ending 8/22/98	Diff vs. 4/25/98
	Share				Share			Share		
<b>Share</b>										
<b>Total Parliament</b>	1.19	1.34	0.15		1.18	1.37	0.19	-1.27	1.03	-0.24
Kings Box	0.53	0.64	0.11		0.55	0.67	0.12	0.34	0.32	-0.02
Non-Menthol (Blue)	0.53	0.53	0.00		0.55	0.55	0.00	0.34	0.32	-0.02
Menthol (Green)	0.00	0.11	0.11		0.00	0.12	0.12	0.00	0.00	0.00
Kings Soft	0.22	0.21	-0.01		0.20	0.20	0.00	0.45	0.26	-0.19
100's	0.44	0.50	0.06		0.44	0.60	0.16	0.48	0.46	-0.03
<b>Share In Stores Stocking</b>										
<b>Total Parliament</b>	1.20	1.35	0.15		1.18	1.37	0.19	1.36	1.15	-0.21
Kings Box	0.77	0.73	-0.04		0.79	0.75	-0.04	0.62	0.44	-0.18
Non-Menthol (Blue)	0.79	0.67	-0.12		0.80	0.69	-0.11	0.62	0.44	-0.18
Menthol (Green)	0.10	0.22	0.12		0.10	0.22	0.12	0.00	0.21	0.21
Kings Soft	0.34	0.29	-0.05		0.31	0.28	-0.03	0.66	0.36	-0.30
100's	0.50	0.56	0.06		0.49	0.57	0.08	0.61	0.53	-0.08
<b>Other OPB Share</b>										
<b>Total</b>	10.37	10.02	-0.35		9.75	9.51	-0.24	17.01	15.46	-1.55
Merit	2.81	2.45	-0.36		2.68	2.33	-0.35	4.20	3.70	-0.50
Virginia Slims	4.39	4.19	-0.20		4.07	3.95	-0.12	7.77	6.76	-1.01
Benson & Hedges	3.17	3.38	0.21		3.00	3.23	0.23	5.04	5.00	-0.04
<b>Key Competitive Brand's Share</b>										
Marlboro	38.48	40.38	1.90		39.20	40.69	1.49	30.77	37.14	6.37
Camel	4.30	4.36	0.06		4.40	4.55	0.15	3.19	2.26	-0.93
Winston	4.94	5.02	0.08		4.86	5.02	0.16	5.82	5.01	-0.81
Lucky Strike	0.37	0.34	-0.03		0.37	0.34	-0.03	0.32	0.30	-0.02
Marlboro Menthol	2.95	3.02	0.07		3.05	3.08	0.03	1.87	2.41	0.54
Newport	10.67	10.65	-0.02		10.99	11.17	0.18	7.23	5.13	-2.10
Salem	4.36	3.78	-0.58		4.22	3.78	-0.44	5.90	3.79	-2.11
Kool	5.85	5.57	-0.28		5.94	5.76	-0.18	4.87	3.52	-1.35
Total Discount	10.82	11.17	0.35		10.90	10.83	-0.07	9.94	14.85	4.91
<b>Distribution</b>										
<b>Total Parliament</b>	86	97	11		100	100	0	89	76	-13
Kings Box	51	78	27		62	83	21	37	46	9
Non-Menthol (Blue)	50	72	22		61	76	15	37	45	8
Menthol (Green)	1	42	41		1	48	47	0	1	1
Kings Soft	54	68	14		61	70	9	66	49	-17
100's	72	82	10		85	84	-1	68	66	-2

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- 9/22
- P/C volume in Supers
- Trade class Shifting
- Promo elmer
- Blue Kings BX share
- current
- Kim
- STARS pre+post
- Act + trade
- by trade class
- packing
- distribution
- verify promotional
- went to where
- Credis plant or McLaren Hall
- Promotional report